S&MM

1984 INDEX

A complete list of all the features that appeared in Sales & Marketing Management in 1984, including those in S&MM's *Surveys*, Special Reports, and Special Sections; also, S&MM Short Takes, Barometers, Marketgraphs, Salesgraphs, Demographics in Action, The Computer in Sales & Marketing, and Reader Postscripts. This Index does not include S&MM's Significant Trends or Newsletters.

Key to abbreviations
SR Special Report
SS Special Section

Company names are boldfaced

Compiled by S&MM Librarian Bristol Voss

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